

Request for Qualifications



City of Lynnwood
**Procurement and Central
Services Division**
425-670-5000

ADVERTISED DATE: MAY/23/2017

Title:	Economic Development Marketing Consultant
RFQ Number:	2882
Due Date:	June 6, 2017 - 2:00 p.m.
Buyer:	Daniel Garcia Flores, Buyer dflores@LynnwoodWA.gov 425-670-5149
Alternate Buyer:	Sarah Yeckley, Procurement Supervisor syeckley@LynnwoodWA.gov 425-670-5166

Qualifications are hereby solicited and will be received by:

City of Lynnwood
Procurement & Central Services Division
19100 44th Ave West
Lynnwood, WA 98036

We acknowledge that all Addenda issued for this RFQ have been examined as part of the proposal documents.

Company Name

Address

City/State /Postal Code

Signature

Authorized Representative / Title

Email

Phone

Fax

Contact Name:

Phone

Email

1. INTRODUCTION

1(A) Background

The City of Lynnwood (the "City") is located in South Snohomish County approximately fifteen (15) miles north of Seattle and twelve (12) miles south of Everett. The City serves as the primary business center of south Snohomish County. The City has a population of over 35,000 and encompasses almost eight (8) square miles in Snohomish County. A mayor-council form of government administers the City with seven (7) elected Council members and an elected Mayor. The City's approximately 324 regular full-time employees, 17 regular part-time employees, and 139 part-time/seasonal employees provide an array of services including police, fire protection, emergency medical services, water distribution, sewage collection and treatment, street construction and maintenance, and parks and recreational facilities including a pool, a senior center, and a golf course. The City also has a municipal court and a jail facility. The jail provides services locally and to other governmental agencies.

The Mayor directs all administrative operations. The City's address is 19100 44th Avenue West, P.O. Box 5008, Lynnwood WA 98046-5008. The City budget funds nine departments: Fire; Police; Human Resources; Public Works; Economic Development; Administrative Services; Information Services; Parks, Recreation and Cultural Arts; and Community Development, as well as other service areas such as city council, municipal court, utilities, and capital improvement programs. The municipal court judge, appointed by the City Council for a term of four years, oversees the municipal court. For more information about the City of Lynnwood, visit <http://www.lynnwoodwa.gov>.

1(B) RFQ Purpose/Summary

Introduction

The City of Lynnwood is seeking Statements of Qualifications (SOQ) from consultants and professional marketing firms who have expertise in creating an Economic Development Marketing Plan for a public agency. The City will be seeking a strategic marketing plan that is informed by the City's Economic Development Strategic Action Plan, the Community Vision, Brand Print Report, and City Center Sub-Area Plan. The purpose of this RFQ is to select qualified consultants or professional marketing firms who will then be invited to submit proposals for the actual marketing plan. Qualified consultants/firms will be able to identify:

- Best practices for economic development marketing
- A marketing plan that fits the City of Lynnwood
- Marketing program launch and implementation timeframes
- Performance measures for periodic evaluation of the marketing plan

2. RFQ INSTRUCTIONS AND INFORMATION

2(A) RFQ Timeline

<u>Day/Month/Year</u>	<u>Event</u>
<u>May 23, 2017</u>	Public announcement of Request for Qualifications
<u>June 6, 2017 - 2 p.m.</u>	Qualifications due
<u>June 7, 2017</u>	Evaluation of Qualifications

June 9, 2017*

Shortlist highly qualified consultant(s)

Week of June 12, 2017*

Interview shortlisted Consultant(s)

June 16, 2017*

Select qualified consultant(s)

* Estimated timeframe.

2(C) RFQ Procurement Officer

Direct all communications, questions, and requests for assistance to the Buyer listed on the front page. No oral interpretations of the RFQ will be made to any firm. All questions and any explanations must be requested in writing and directed to the Procurement Officer no later than five business days prior to the due date specified in the solicitation. Oral explanations or instructions are not binding. **Communications concerning this RFQ with other than the listed Procurement Officer may cause the firm to be disqualified.** Any information modifying a solicitation will be furnished to all firms by addendum.

*Please submit all questions in writing to: dflores@lynnwoodwa.gov

2(D) RFQ Evaluation Process and Criteria

An evaluation team composed of the members of the Selection and Evaluation Team will evaluate the RFQ responses received from each consultant. Prior to the selection of the award to the apparent successful consultant, the City of Lynnwood reserves the right to require any consultant to participate in a presentation to the evaluation team (and others) of the items contained in the RFQ response and any other items deemed appropriate by the City of Lynnwood.

Responsive - The City will consider all the material submitted, and other evidence it may obtain otherwise, to determine whether the Proposer is in compliance with the terms and conditions set forth in this RFQ.

Responsible - In determining the responsibility of the firm, the City may consider the ability, capacity and skill to perform the Contract and provide the service required; the character, integrity, reputation, judgment and efficiency; financial resources to perform the Contract properly and within the times proposed; compliance with federal, state and local laws and ordinances relating to public contracts; other information having a bearing on the decision to award the Contract. Failure of a firm to be deemed responsible or responsive may result in the rejection of a proposal.

Qualifications received timely will be evaluated based on the criteria below. The City will choose the most highly qualified consultants for participation in the Request for Proposals (RFP) that will follow. The RFP will be issued only to those firms ranked as most qualified by the City. The criteria for ranking proposals will be published in the RFP.

The evaluation of proposals and additional information may result in successive reductions of the number of proposals that remain in the Competitive Range. If applicable to the procurement, the firms remaining in the Competitive Range may be invited to continue in the proposal evaluation process, and negotiations.

Upon completion of discussions, the City may issue to all remaining potentially acceptable Proposers within the competitive range a request for Best and Final Offers. The request shall include notice that discussions are concluded, an invitation to submit a revised proposal with a Best and Final Offer, and a new submittal date and time.

The City may enter negotiations with one or more Proposers to finalize Contract terms and conditions. Negotiation of a Contract shall be in conformance with applicable federal, state and local laws, regulations and procedures. The objective of the negotiations shall be to reach agreement on all provisions of the proposed Contract. In the event negotiations are not successful, the City may reject proposals.

The City reserves the right to make a Contract award without written and/or oral discussions with the Proposers and without an opportunity to submit Best and Final Offers when deemed to be in the City's best interests. Contract award, if any, shall be made by the City to the responsible Proposer whose proposal best meets the requirements of the RFP, and is most advantageous to the City, taking into consideration price and the other established evaluation factors. The City is not required to award a Contract to the Proposer offering the lowest price. The City shall have no obligations until a Contract is signed between the Proposer and the City. The City reserves the right to award one or more contracts as it determines to be in its best interest.

Criteria

Qualifications and Experience

Minimum Qualification

The factors to be considered in the selection process must include:

- The consultant must have experience developing multiple public sector economic development marketing plans.
- The consultant must have knowledge of regional employers, retailers, and real estate industry.

Firms submitting qualifications that do not meet the minimum qualifications may be disqualified and not evaluated for the following desirable qualifications.

Qualification criteria:	Points
Relevant experience of the firm or consultant with public agencies & quality marketing strategies	25
Demonstrated substantial experience with Economic Development Opportunities	25
Demonstrated experience attracting private and public investment for new development projects and redevelopment of existing properties	25
How the firm or consultant illustrates its understanding of the City of Lynnwood and the importance of its regional position.	15
Ability to work with client office during usual business hours, 8am – 5pm, Monday through Friday.	10
Total	100

2(E) Notices

1. Good Faith

This RFQ has been compiled in good faith. The information contained within is selective and subject to the City's updating, expansion, revision and amendment.

2. Right to Cancel
The City reserves the right to change any aspect of, terminate, or delay this RFQ, the RFQ process and/or the program which is outlined within this RFQ at any time, and notice shall be given in a timely manner thereafter.
3. Not an Award
Recipients of this RFQ are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between the City and any other party, save for a formal written contract, properly executed by both parties.
4. Property of the City
Responses to this RFQ will become the property of the City, and will form the basis of negotiations of an agreement between the City and the apparent successful consultant.
5. City not Liable for Costs
The City is not liable and will not be responsible for any costs incurred by any consultant(s) for the preparation and delivery of the RFQ responses, nor will the City be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFQ finalists to the City.
6. City's Expectations
During the review of this document, please note the City's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFQ finalist and successful consultant.
7. Waiver of Minor Administrative Irregularities
The City reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.
8. Single Response
A single response to the RFQ may be deemed a failure of competition, and in the best interest of the City, the RFQ may be cancelled.
9. Proposal Rejection; No Obligation to Buy
The City reserves the right to reject any or all proposals at any time without penalty. The City reserves the right to refrain from contracting with any consultant. The release of this RFQ does not compel the City to purchase. The City may elect to proceed further with this project by interviewing firm(s) well –suited to this project, conducting site visits or proceeding with an award.
10. Right to Award
The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the consultant can offer.
11. Withdrawal of Proposals
Consultants may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the consultant must be submitted to the RFQ Coordinator. The consultant may submit another proposal at any time up to the proposal closing date and time.

12. Non-Endorsement

As a result of the selection of a consultant to supply products and/or services to the City is neither endorsing nor suggesting that the consultant's product is the best or only solution. The consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

13. Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a consultant's proposal, the City will comply according to the Open Public Records Act, chapter 42.17 RCW. If any information is marked as proprietary in the proposal, such information will not be made available until the affected consultant has been given an opportunity to seek a court injunction against the requested disclosure.

14. Errors in Proposal

The City will not be liable for any errors in consultant proposals. Consultants will not be allowed to alter proposal documents after the deadline for proposal submission.

The City reserves the right to make corrections or amendments due to errors identified in proposals by the City or the consultant. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Consultants are liable for all errors or omissions contained in their proposals.

If, after the opening and tabulation of proposals, a consultant claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFQ Coordinator will review the work sheets and if the RFQ Coordinator is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the consultant may be relieved his/her proposal.

After opening and reading proposals, the City will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. The City will use the total of extensions, corrected where necessary.

15. Award

If an award is made as a result of this RFQ, it shall be awarded to the consultant whose proposal is most advantageous to the City including, but not limited to, responses to the RFQ questions; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City evaluation team and others (if applicable); on-site visits at consultant's site (if applicable), product samples which the City may, at its discretion, request as part of the RFQ process; any additional criteria deemed appropriate by the City which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFQ.

1. SCOPE OF SERVICES – Economic Development Marketing Consultant

The City of Lynnwood is seeking Statements of Qualifications (SOQ) from marketing professionals who demonstrate expertise in creating marketing plans for public agencies.

***Materials Available:** The successful consultants shall review and incorporate the goals of the following plans and documents into the marketing plan.

- Economic Development Strategic Action Plan
<http://www.lynnwoodwa.gov/Assets/City+Wide/Plans/Economic+Development/Economic+Development+Action+Plan.pdf>
- Economic Profile
<http://www.lynnwoodwa.gov/Assets/City+Wide/Plans/Economic+Development/Economic+Profile.pdf>
- Lynnwood Moving Forward: Our Community Vision
<http://www.lynnwoodwa.gov/Assets/Departments/Parks/Outreach/Visioning+Lynnwood/Visioning+Statement/Lynnwood+Moving+Forward+-+Our+Community+Vision.pdf>
- Lynnwood Brand Print Report
<http://www.lynnwoodwa.gov/AssetFactory.aspx?did=276>
- City Center Plan
<http://www.lynnwoodwa.gov/Assets/Departments/Community+Development/City+Center/Plans/City+Center+Subarea+Plan.pdf>

4. SUBMITTAL CONTENTS

4(A) Minimum Qualifications

1. Cover letter with name, address, phone number, and email address of the contact person; identify the capacity this person has to develop a marketing plan for the City.
2. Identify the project manager and the personnel that would be assigned to the City's marketing plan (including names, education, and experience).
3. Background on the proposing firm and its experience in preparing comprehensive and strategic marketing plans, especially for cities and public agencies. Preference shall be given to firms that have a local presence and knowledge of the Seattle Metro Area and the City of Lynnwood.
4. Description of overall knowledge of the City of Lynnwood.
5. Provide examples of past work for local agencies.

4(B) Specific Desirable Qualifications

1. A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings.
2. A brief narrative describing the approach that the firm might use to include/engage public input in the development of the marketing plan.
3. At least three (3) public or private references for projects of similar nature to this engagement.

4(C) Summary

Explain in one page or less how your solution will differentiate you from other consultants and why we should choose you as our successful consultant. List the unique features that give your company a competitive edge in conducting this work.

5. RFQ Submittal instructions

1. Consultant shall create one original response (**labeled “original”**) with original signature. The original shall be unbound and printed one-sided,
2. In addition to the original specified above the Consultant **MUST** include a CD of the entire response which shall be placed inside the front cover of the original response.
3. The RFQ name must be shown on the lower left-hand corner of the box.
4. Submittals should be limited to 12 pages, exclusive of resumes and samples.
5. Complete the form below (or a reasonable facsimile thereof) and affix to the exterior lower left hand corner of the submission package to ensure proper receipt of your submittal.

URGENT – QUALIFICATION SUBMITTAL	
Do Not Delay – Deliver Immediately	
URGENT	 City of Lynnwood Procurement & Central Services Division 19100 44 th Ave W Lynnwood, WA 98046
	RFQ No.: 2882
	Bid Title: Economic Development Marketing Plan
	Due Date:
	Vendor:
URGENT	

End